

COPENHAGEN FINTECH

THE MAGAZINE

Copenhagen FinTech and Reach Media publish an exclusive magazine in Børsen June 12th, 2019. An English magazine focusing on Fintech and Finance Innovation in Denmark and the Nordics. Residents, sponsors and partners of Copenhagen FinTech Lab are hereby invited to join.

Fintech is crossing industries and borders. Startups have shifted from disruptors to partners in the financial services industry, and regulatory directives have created new business models across industries. The Danish ecosystem has evolved massively over the last three years and the entrepreneurs that started their ventures only three years ago are now seizing global markets or building solutions with large financial corporations. This year's edition of Copenhagen Fintech looks beyond the industry 4.0.

TARGET GROUP

- C-level in the financial sector
- C-level across all industries
- Corporate innovation leaders
- Fintech start-ups
- The Nordic fintech ecosystem

DISTRIBUTION

- Børsen – 110.000 print readers
- Børsen.dk – 600.000 online readers
- Copenhagen Fintech Week – 1.500 participants/readers
- TechSavvy.media – 35.000 online readers
- Businessinsights.dk/finans

ADVERTISING

- Advertisement 1 page **55.000 DKK**
(B+H) 272 x 338 mm:
- Advertisement 2 pages **90.000 DKK**
(B+H) 544 x 338 mm
- *Advertorial 1 page **60.000 DKK**
- *Advertorial 2 pages **100.000 DKK**
- "Start-up advertorial" 1 page: **35.000 DKK**

*All advertorials are including journalist and layout

BE A SPONSOR OF THE MAGAZINE

- **Diamond**
4 pages advertorial (2 cases) + 1 page ad **225.000,-**
- **Gold**
2 pages advertorial + 2 page ad spread **175.000,-**
- **Silver**
2 pages advertorial + 1 page ad in beginning of Magazine
..... **125.000,-**

All sponsors will have their logo presented at the colophon next to the table of contents.

All partners and members of Copenhagen FinTech Lab gets a discount of 10%, Sponsors 15%.
Deadline for booking is April 30th.

For interest please contact:

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WHAT WE WILL COVER...

A MATURED ECOSYSTEM

- Fintech as a stronghold - Copenhagen FinTech - 2 1/2 years in.
 - Digital becomes mainstream
 - Data and customer insights/predictor of revenue growth
 - Funding in fintech
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GLOBALIZATION

- Partnerships and export
 - New markets for Danish startups
 - Nordic anti-global focus vs. Global market approach
 - Dealing with Asia
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FINTECH & INDUSTRY 4.0

- New playing field that will disrupt the payment and banking industry.
 - Startups partnering with banks to take on new innovative solutions.
 - New competitors will enter the Nordic markets.
 - Fintech and smart city - fintech is everywhere and interconnected
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OPEN BANKING/PSD2

- PSD2 and GDPR to become enablers for new ventures and business opportunities.
- Fintech will drive the new business model
- Trust in finance and technology
- Regulators are turning to technology

FUTURE OF FINTECH

- Brace for blockchain's Impact
 - Future payments
 - Payments everywhere
 - Robotics and artificial intelligence - AI adoption is accelerating
 - Quantum computing
 - The public cloud as the dominant infrastructure model
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IMPACT AND SDG'S IN THE FINANCIAL SECTOR

- Diversity and attracting foreign talent
 - Sharing economy will be embedded in the financial system
 - Impact startups are struggling to make a financial sustainable business model
 - Blockchain technology and financial inclusion
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WE WILL ALSO COVER...

- Cyber-security top risks facing financial institutions
- Digitalising insurance and pension
- Access to talent and skills
- Fintech education
- P2P lending, crowdfunding and micro stocks
- Nordic design as a competitive advantage

Click to see the 2018 edition

